



Strengths-Based Recruitment and Development: A Practical Guide to Transforming Talent Management Strategy for Business Results

Sally Bibb

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Traditionally, organizations have hired employees based on what they can do and have done in the past (competency-based recruiting), rather than what they are naturally good at and love doing, or Strengths-Based Recruitment (SBR). Companies, such as Starbucks and Gap, have adopted SBR and have reported increases in productivity and customer satisfaction and decreases in sick days.

Through case studies and interviews with executive board level leaders, *Strengths-Based Recruitment and Development* takes a more strategic look at developing SBR and provides valuable insight into how SBR has been successfully implemented in organizations to improve performance and the bottom line. It goes beyond simply recruiting the right people, to keeping employees working at their best through development and performance management, and creating a culture that brings out their strengths. Chapters explain the differences between SBR and competency-based recruiting, the benefits of using SBR, how SBR works in practice, how to implement an SBR strategy while avoiding pitfalls, the financial and human impact of an effective strengths-based strategy, and finally, discuss strengths-based performance management and development.

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